



SOCIAL MEDIA PLAN

Capstone Media Project
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EXECUTIVE SUMMARY



According to co-owners, Rick & Beth Johnson, the mission statement for Old Farmer's Creamery is “To provide all ice cream lovers with authentic, homemade ice cream. We are constantly striving to create a friendly environment where you feel like everyone knows your name. With over 50 flavors of ice cream, we serve a flavor for everyone.”

Old Farmer’s Creamery has a strong focus on customer service. From the moment you walk into the door and hear the cow bell ring, the company employs the “Welcome Ice Cream Lovers” slogan to a wide range of customers. From babies trying their first lick of ice cream to the grandparents celebrating their 50th anniversary, the company’s current plan is aimed at making their customers feel welcome.

OFC currently faces a few problems related to their social media strategy. The company incorporates a less friendly presence on their social media platforms. As a result, they aren’t able to translate the friendly environment from the store to use on social media as a beneficial resource to bringing in new customers.

This social media marketing plan will contain goals and objectives specific to the online presence of the company.

COMPANY BACKGROUND

Old Farmer's Creamery is a locally owned ice cream shop in St Petersburg, Florida, founded in 2003. OFC creates and manufactures colorful, homemade ice cream in a range of inventive flavors. The owners, Rick & Beth, can be found talking to customers and scooping ice cream. A personal connection with the owners really gives the barn a home town feel. They express the meanings behind ice cream flavors and are always looking for new flavor suggestions. Rick, the genius behind the ice cream creation, has always had a love for science. Ice cream is something he developed creativity with at a young age. He can talk to you about the moment the flavor idea develops to when it arrives at the shop. Ice cream is much deeper than the surface to the owners. It's written in their history.

When you first step into the doors of Old Farmer's, you hear a cowbell ring. There are arcade games, 25 cent candy machines and biggg freezers full of ice cream (sounds nostalgic but it's real.) They capture the essence of youth through the look and feel of the building. The entire ice cream shop experience is captivating. For example, bubble gum ice cream is always just the flavor.. Not here, Rick incorporates the 25 cent edible bubble gum that we used to eat as a kid, into the most flavorful bubblegum flavor you'll ever have. OFC serves rich, homemade ice cream to all of their fellow ice cream lovers. The shop values quality over quantity and strives to create an environment that sparks your inner child.

The shop is located at 2531 4th St North in Saint Petersburg, Florida. They are open daily from 1pm to 10pm and are cash only because they use old, cash register systems

PRIMARY RESEARCH

A survey was distributed across social media to residents of the Greater Tampa Bay Area. They were asked questions regarding knowledge of Old Farmer's Creamery and awareness of the brand on social media. The survey focused on three areas..

Location

93.8% of respondents are residents of the Greater Tampa Bay area.

Brand awareness

When asked how long they've been a customer, 50% of respondents have been a customer for less than one year.

When asked how familiar survey respondents were with Old Farmer's Creamery, 56% were either familiar or very familiar with the company.
Industry knowledge

When asked how often they eat ice cream, 44% of respondents answered "sometimes"

Social media

When asked if survey respondents have come across OFC on social media, 44% of respondents had not seen them on social media.

When asked if survey respondents look on social media for companies that they are interested in, 63% of respondents strongly agreed.

SOCIAL MEDIA AUDIT



General overview

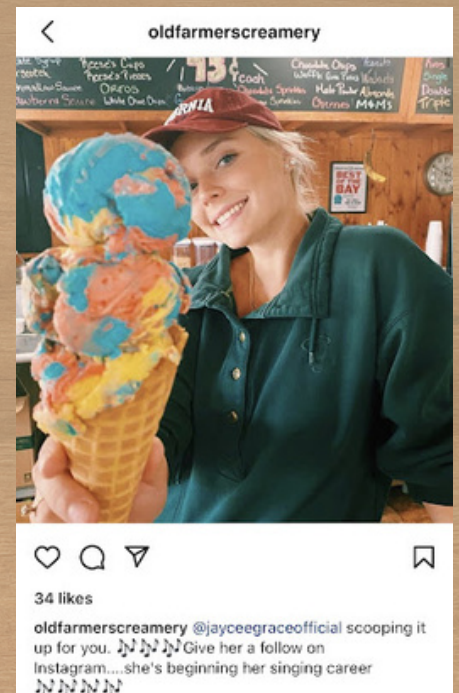
Overall, Old Farmer's Creamery can have better brand presentation. Looking at the feed, the content is very inconsistent and not aligned with the brand's mission or environment. Some content is not relevant to the shop and what it embodies. They are following more accounts than that are following them which can make a brand less attractive to the audience. On average, OFC gets around 18 likes and 1 comment.

Some things the brand is doing well include the inclusivity of employees on the platform, displaying ice cream flavors and keeping their audience knowledgeable about holiday hours. They should continue to incorporate these strategies but with quality photos and a diverse set of content types.

Brand voice alignment

So far, the brand voice is a mix of friendly and salesly. It's a good approach. Being able to pitch the flavors and environment in a caption is what I aim for in this social media plan. It really speaks in the tone of the owners and gives a unique personality to the content.

TOP PERFORMING POSTS



These are the top three performing posts. From these posts alone, I can gather that the friendly face, employee recognition and flavor presentation is a working factor in these pieces of content.

In the first post, they announced the return of the Black Raspberry flavor, which is a top selling flavor. The ice cream in front of the shop gives you a feel of where you can enjoy your cone. These may perform well because customers often look for the flavors they like or seasonal flavors to be back in stock.

In the second post, it was a shout out to the “superscooper” employees with Superman ice cream. It’s a fun, friendly and relatable post that falls within the brand. The quality is not the best but it gets the message across to the audience.

Lastly, in the third post, Jaycee, a long time employee of OFC is holding a triple scoop waffle cone. The background of the store is welcoming and so is the cone and her smile. They gave her a special shoutout, because Jaycee loves to sing and make music. This displays the relationship OFC shares with their employees.

TARGET AUDIENCE

Demographics

Age: 28-55

Gender: Women

Jobs: Public relations, marketing, stay at home mom, retired

Relationship status: Married

Interests include pilates/yoga classes, children playdates, socializing, mom groups

SECONDARY RESEARCH

Communication resource introduction

Old Farmer's Creamery does not use many channels of communication. For customers to gain an understanding of who they are and what they serve, they have to visit the shop personally.

As of right now, that is ok. Small locally owned shops don't typically need to use email or traditional media to advertise. I am collecting this information because I'm interested in what communication resources OFC has to offer and to understand how effective it is.

Digital media

Instagram: <https://www.instagram.com/oldfarmerscreamery/>

Followers: 524 Following: 687

Facebook: n/a

Website: n/a

Traditional media use

Print/ digital feature articles (examples below)

20 essential old-school ice cream shops in Tampa Bay | Tampa | Creative Loafing Tampa Bay (cltampa.com)

Old Farmer's Creamery | Visit St Petersburg Clearwater Florida (visitstpeteclearwater.com)

Word of mouth

SWOT ANALYSIS

Strengths

Old Farmer's Creamery offers a friendly environment to enjoy homemade ice cream in sunny St. Petersburg. With over 50 flavors, OFC has quite the selection for all ice cream lovers. The employees at OFC start off at high school age, creating close relationships and valuable customer relations skills for the future.

Weaknesses

The main weakness that OFC faces is their lack of social media consistency on Instagram. They have an account but with minimal posting cadence, content themes and brand personality is hurting their ability to grow on the platform.

Social media is a large part of business development and brand awareness in 2022. They could lose the opportunity in the early stages to connect heavily with new and existing customers through Instagram.

Opportunities

Old Farmer's Creamery is always looking for ways to create great relationships with customers. From this, there is a large benefit to using B2C marketing through social media. With Tampa & St. Petersburg on the list of emerging cities, this would be a great time to build a presence and become a must-visit spot on everyone's list.

With every flavor comes a story, this is a great approach to creating a social media plan that incorporates brand storytelling and unique content.

Threats

The major threat to OFC is competitors utilizing social media platforms already as a form of marketing. While word of mouth and location have been the greatest marketing benefit for this ice cream shop thus far, the times are emerging and they are able to reach a larger audience.

Another threat is the evolving talent that comes with hiring young employees. The staff is constantly changing and the familiar faces come and go. As much as we look at it as a threat, it could also be a great opportunity for fresh content.

SITUATIONAL ANALYSIS

Old Farmer's Creamery is a friendly shop looking to grow their social media presence and gain brand awareness but roadblocks have come up in the process. While word of mouth is a great form of marketing for them, many survey respondents haven't come across their social media page. It appears that not being able to create a plan and post consistently has been the main issue within the company and this has taken away from the opportunity to gain a digital footprint.

Old Farmer's Creamery, aka "The Red Barn," has been a St. Petersburg staple for over 15 years. With rich homemade flavors created by one of the owners, the ice cream has a personal touch of its own. With St. Pete becoming a top emerging city, OFC has yet to adapt to the world of social media. They have an Instagram page with minimal posting cadence and lots of room for opportunity. If OFC can grow their social media presence, great things can happen to this family owned business.

My goal is to increase brand awareness of OFC through social media. OFC has struggled with creating a consistent social media presence in the past. They need a social media presence that aligns with their story to stand out as an ice cream shop in St Pete. The market they're in is adapting to social media slowly. Therefore, a presence matters. I have identified the strengths and weaknesses of OFC, as well as future opportunities and threats to their business. By creating a new social media strategy, OFC will gain more opportunities for awareness with the way they look.



COMPETITOR ANALYSIS

Dairy Inn is the sister store to Old Farmer's Creamery. This shop has a rich history dating back to 1947. The shop is known for its almost famous burgers and hot dogs as well as the variety of milkshake flavors. Along with it being a dated shop, its social media presence is non-existent but they are high on the ranking for ice cream shops in St. Pete.

<https://ilovetheburg.com/dairy-inn-almost-famous/>



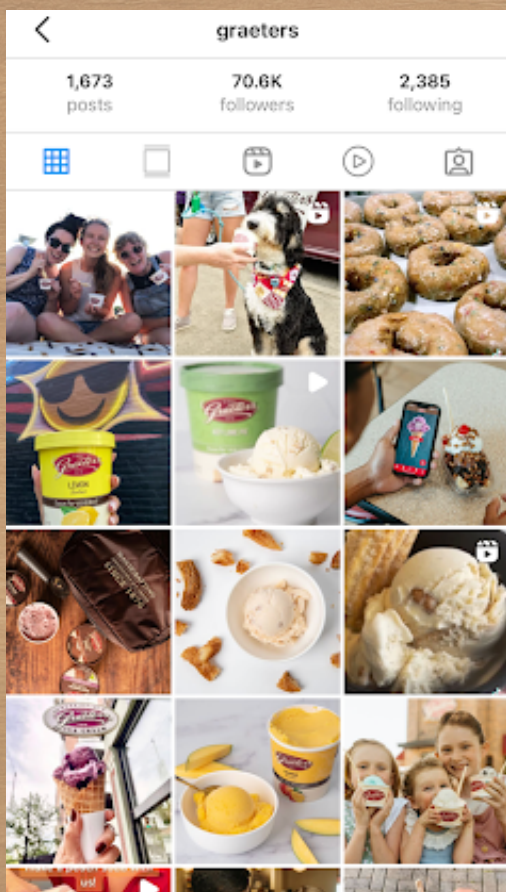
Bright Ice Scoop Shop is a new ice cream shop with two locations in St. Pete and Tampa. Bright Ice says, "Our super-premium ice cream is like a little bit of sunshine in every bite. We strive for bold, intense flavor profiles using natural ingredients, sourced locally whenever possible." They do a great job of displaying brand consistency and sunshine on their social media account as well as their website. This is definitely one to watch.

<https://www.brighticeisnice.com>



Happy's Ice Cream is another family-owned homemade ice cream shop in St Pete. They display vibrant colors to match their name of "Happy's." They create diverse content on their social media accounts that display the vibrant brand but there is no consistency to the content and it seems a bit repetitive. High following, low engagement.

<https://www.instagram.com/happysicecream/?hl=en> ;
<https://www.gethappysnow.com>



Graeters is a well-known ice cream company. They have a large following, display content consistency and brand awareness. They capture great quality photos and create graphics that are consistent throughout their account and website. Although Graeters is a big competitor, they are not local to St. Pete.

<https://www.instagram.com/grazers/> ;
<https://www.grazers.com>



GOAL

To increase brand awareness of Old Farmer's Creamery through social media

OBJECTIVES

Boost social media engagement by 15% in a three month period.

Increase impressions by 20% in a three month period

Increase following to 700 in a three month period.

PRIMARY MESSAGE

“WELCOME ICE CREAM LOVERS”



I know that Old Farmer's Creamery is about creating quality ice cream and welcoming all ice cream lovers. Their social media should be a reflection of this. I want to put an emphasis on creating relationships through ice cream and displaying friendly service.

The primary message of this campaign puts an emphasis on exactly what OFC is as a brand. Whether it's one of their regulars or a fresh new face, OFC welcomes ALL ice cream lovers!

SECONDARY MESSAGES

An ice cream flavor can tell you a lot about someone's personality. As you work in the industry, you know that "you are what you eat" is true. There's a lot of fun in that and we always want to know, what's your flavor?

Old Farmer's Creamery creates a fun, friendly environment to enjoy ice cream in the Florida sunshine.

Being an employee at Old Farmer's Creamery allows you to create your own story and embody that connection to consumers

Old Farmer's Creamery creates a wide range of flavors to satisfy each customer's desire.

The "Welcome Ice Cream Lovers" consistent tagline helps create brand awareness for the shop.



STRATEGIES

Brand Guidelines

Developing brand guidelines will help create consistency through the content creation process. Since the social media account is typically run by employees, the guideline will be a great resource that they can refer to.

UGC Campaign

User generated content is a way of getting your audience involved. This can be a fun way to get the local area talking about and engaging with the brand's social media account. Developing a strategic campaign around user generated content can be a strong strategy when being a small business in an area like St. Petersburg.

Content creation

A change in the way content is created will give structure to the process. Since there will be a brand book, content creators will have a guide on what the process for creating content is and how it should look and feel. It's important to have quality photos that can draw in attention of the audience.

Content calendar

A content calendar is a head start to quarterly planning. It gives structure to an effective social media plan/ Planning the content in advance creates the opportunity to have a consistent posting cadence and guide that is easily changeable as new ideas and trends arise.

CONTENT CREATION

Behind the design

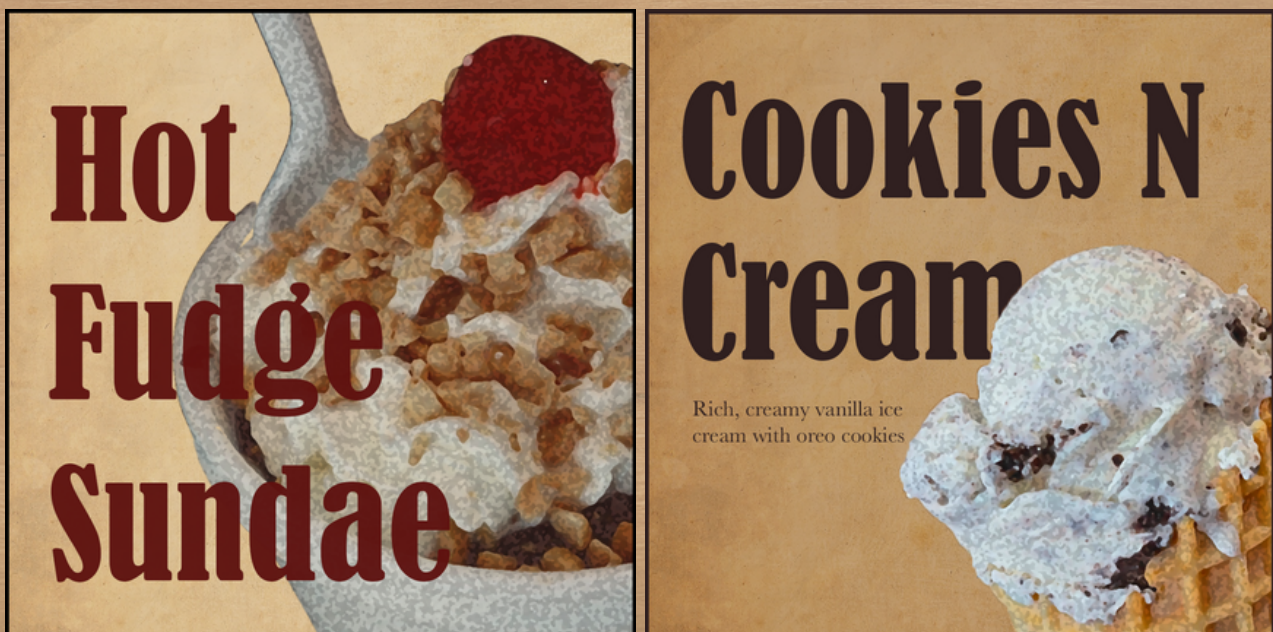
Design is one of the most important elements in creating a feed that displays what OFC is. When brainstorming for design elements, I thought "what words come to mind?"

I jotted them down and translated them onto a digital asset.

Some of those were

- Nostalgic
- Vintage
- Old timey
- Childhood

All content created should have a similar look and feel. The brand guideline and social media templates are a base for content creation within Old Farmer's Creamery. This can be used by employees and whoever is running the social media account at the time to make sure all content is aligned.



UPDATE BRAND MATERIALS

The Old Farmer's Creamery original logo was similar to the look of the old milk cap bottle. The difference was the amount of text located on the outside of the logo. A strong logo should be straight to the point without having too much context behind. This draws the customer in to want to know more details.

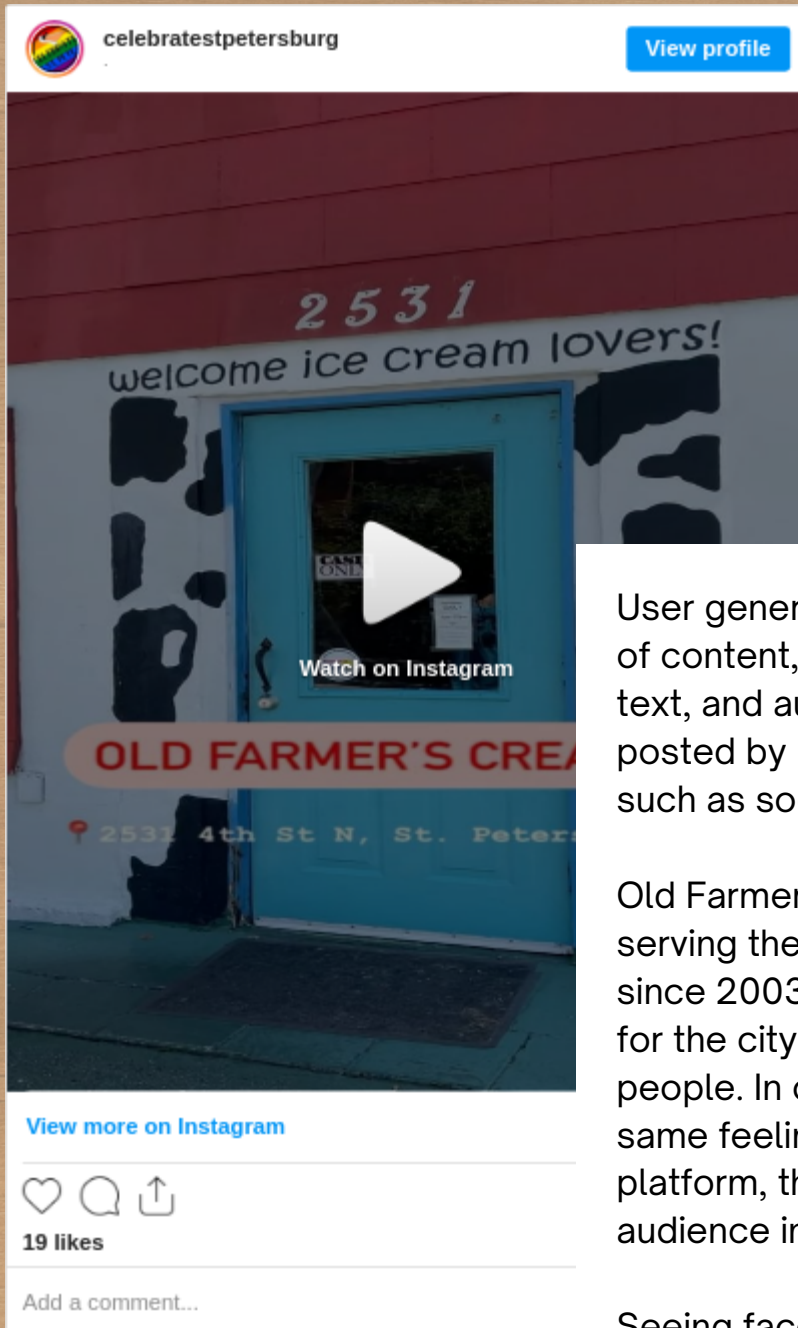
The new logo is translated into a simple form. This logo is held close to the heart by the co-owners of the shop. I wanted to let them keep the logo but only include what would be needed.

The difference is below,



USER GENERATED CONTENT

#OFC



User generated content is any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms such as social media.

Old Farmer's Creamery has been serving the Greater Tampa Bay area since 2003. They have a deep love for the city of St. Petersburg and it's people. In order to translate that same feeling onto the social media platform, they will need to get their audience involved.

Seeing faces that "look like us" is important in building brand trust and authenticity. By using #OFC on tagged photos, they will be able to generate user content that is easy to find.

CONTENT CALENDAR

Post Date	Topic / Idea	Content Type	Caption	Hashtags
September 2, 2022	First Friday: Stop for ice cream post	Promotional	First Friday's in St Pete are for Ice Cream	#firstfriday #stpete #ofc
September 5, 2022	Closed for Labor Day	Educational	Closed for Labor Day, keep brainstorming what flavor you'll get tomorrow	#laborday
September 6, 2022	Whats your flavor? coffee ice cream	Entertainment	It's time to guess the flavor of the day...	#coffee #whatsyourflavor #ofc
September 8, 2022	Employee spotlight of the month	Connection	Special shoutout to our superscooper! *name of employee* plans to be a ____ in the future	#spotlight #appreciation #icecream
September 11, 2022	Happy grandparents day	Connection	The reason grandchildren and grandparents get along so well is because they have a common favorite... ice cream	#grandparentsday #grandkids #scoops
September 12, 2022	Reel on how the handspun chocolate milkshake is made	Entertainment	Showin you how it's done in the barn	#milkshakes #chocolateflavor #handspun
September 13, 2022	Story boomerang on falling peanuts for peanut day	Promotional	Nothing other than infamous peanuts to compliment your cone	n/a
September 16, 2022	Mint chocolate chip	Entertainment	Feelin mint chocolate chipy today, how about you?	#mintchip #whatsyourflavor #ofc
September 19, 2022	Kraken's revenge for pirates day	Entertainment	Revenge of the Kraken comes with oreos and caramel.. watch out	#piratesday #krakensrevenge #kraken #whatsyourflavor
September 22, 2022	Customer photo carousel for national ice cream day	Entertainment	Just some favorite moments of our ice cream lovers! We appreciate you. Happy national ice cream dav	#appreciationpost #icecreamday #creamery
September 22, 2022	Beginning of fall - fall flavors are back (reel)	Promotional	Fall flavors are back!	#fallflavors #fall #fallisback
September 27, 2022	Story post	Entertainment	Today's crew	n/a
September 29, 2022	Guess the ingredient	Informational	Guess all the ingredients in our strawberry cheesecake ice cream	#strawberrycheesecake #strawberry #icecream
September 30	What's your flavor? Fall flavor	Promotional	It's time to guess our scoop of the day..	#whatsyourflavor #pumpkinspice #pumpkin

Post Date	Topic / Idea	Content Type	Caption	Hashtags
October 1	Announce the return of pumpkin spice ice cream	Promotional	Pumpkin spice makes the October season nice	#october #fall #spookyseason
October 4	Fruit day - Banana split	Conversational	The perfect blend of fruit and joy	#bananasplit #icecream #fruitday
October 5	Reel	Entertainment	What I make in a day	#icecream #ofc #scooper
October 7	The infamous midnight snacker	Promotional	A fan favorite: midnight snacker. Salted caramel ice cream with chocolate covered pretzels	#midnightsnacker #cravings #icecream #saltedcaramel
October 12	Picture of the barn on 4th street & employees - Farmer's day	Connection	Head down to the barn to keep let our super scoopers serve up your favorite flavors	#thebarn #farmer #oldfarmers
October 14	Story post	Promotional	Taking you through toppings	#dessert #icecream #toppings
October 17	Co-owners Rick & Beth spotlight - Boss's day	Connection	Our favorite bosses! None other than Rick & Beth Johnson who makes the magic	#bosses #bosssday
October 22	What's your flavor? ask customers to comment or tag OFC in their photos	Conversational/Connection	Guess what flavor we have this week.. Comment your favorite flavor or a flavor you'd love to see us have!	#whatsyourflavor #ofc
October 24	Employee spotlight of the month	Connection	Say hi to our superstar, "employee"	n/a
October 28	Appreciation post for next door neighbors for first responders day	Inspirational / Connection	Today is National First Responder Appreciation Day. Please remember to show your appreciation to those, like our next door neighbors, who risk their own lives in the protection of us all	#firstresponders #fourthstreet #firefighters
October 31	Closed for Halloween / Happy Halloween	Conversational	Happy Spooky Day! Our shop is closed, we're out trick or treatin	#halloween #spookyszn #icecream

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